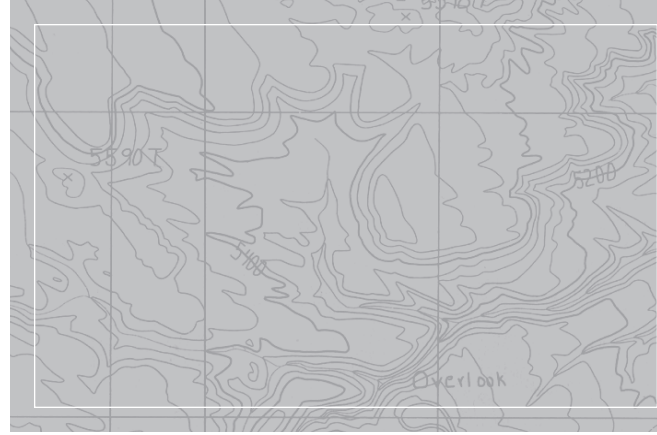


THE LOGO



UTAHSM

L I F E E L E V A T E DSM

Just as the tag line is an expression of our brand voice, the logo is our signature. It is a reflection of who we are. To be certain, it is our name: Utah.

The new logo looks like Utah. It is strong and bold. Its letterforms rise from solid footings and push upward just like rock formations all over the state. The letters form shapes that mirror our plateaus, our mountain tops, and our peaks and valleys. And the entire word draws itself out on an elevated plane giving it the subtle reminder of our brand essence and the promise to visitors: Life Elevated.

The arc that elevates the word Utah creates a perfect niche for the tag line so that the viewer always has a clean, simple reminder of our promise.

Those in the travel industry are encouraged to use the logo and attach it to all forms of marketing communications. It will provide a constant and unifying thread, giving Utah a single, clear voice expanding the look and feel of our new brand identity.